ORDER

kxly News **Orders** Order / Rev: 169405 08388137 Alt Order #: EST2181 FIGHTING BAC Product Desc: **KXLY** 2181 Estimate: Flight Dates: 10/03/16 - 11/07/16 Primary AE: JEANINE HOLMES 09/20/16 / 09/30/16 Original Date / Rev: Sales Office: H-SE Order Type: **GENERAL** Sales Region: NATL Name: Media Plus Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 160 Roy Street Billing Cycle: EOM/EOC Seattle, WA 98109 Agency Commission: 15% McMorris Rodgers, Cathy for Congres Advertiser Name: Demographic: W35-64 New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-3 Priority: Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
09/26/16	10/30/16	41	\$6,620.00	\$5,627.00		
10/31/16	11/07/16	17	\$2,420.00	\$2,057.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	41	\$6,620.00	\$5,627.00	49.00
November 2016	17	\$2,420.00	\$2,057.00	0.00
Totals	58	\$9,040,00	\$7 684 00	49 00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
JEANINE HOLMES			Start Of Order - End Of Order	100%

Order Share	Share	Total
KXLY	32%	\$9,040.00
Market	100%	\$28 250 00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	16%	\$4,520.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	20%	\$5,650.00
KREM	31%	\$8,757.50
KSKN	1%	\$282.50
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End I	ime Days	Len Spot	is	Rate Pri	Rtg Type	Spots	Amount
•	1	KXLY	10/21/16	10/21/16	Fri 9-10p Prime	CM	9-10p	1	:30	1	\$750.00P-3	0.00 NM	1	\$750.00
					Shark Tank									
		Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	W	eek: 10/1	7/16	10/23/16	1	1	\$750.00	0.00						

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McMorris Rodgers, Cathy for Congress (Order / Rev: 169405 Advertiser:

08388137 EST2181 FIGHTING BAC Alt Order #: Product Desc: **KXLY**

Flight Dates: 10/03/16 - 11/07/16 Estimate: 2181

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 KXLY	10/21/1	6 10/21/16	Fri 9-10p Prime Shark Tank	СМ	9-10p		1	:30	1	\$750.00P-3	0.00 NM	1	\$750.00
Star Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays 1	Spots/Week	<u>Rate</u> \$750.00	<u>Rat</u>	ting 0.00						
		6 11/04/16	M-F 1-2p General Hospital	СМ	1-2p		MTWTF	:30	3	\$55.00P-3	0.00 NM	16	\$880.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rat							
Week: 10/ Week: 10/		10/16/16 10/23/16	MTWTF MTWTF	3 5	\$55.00 \$55.00		0.00 0.00						
Week: 10/2	24/16	10/30/16	MTWTF	3	\$55.00	(0.00						
Week: 10/3		11/06/16 6 11/04/16	MTWTF 10-11a M-F	CM	\$55.00 10-11a		0.00 MTWTF	:30	3	\$80.00P-3	0.00 NM	6	\$480.00
			The View						_	************			*
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat							
Week: 10/2 Week: 10/2		10/23/16 10/30/16	MTWTF	3	\$80.00 \$0.00		0.00 0.00						
Week: 10/3		11/06/16	MTWTF	3	\$80.00	(0.00						
4 KXLY	10/10/1	6 11/04/16	7-9a GMA GMA	СМ	7-9a		MTWTF	:30	2	\$160.00P-3	0.00 NM	12	\$1,920.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat							
Week: 10/ Week: 10/		10/16/16 10/23/16	MTWTF MTWTF	2 4	\$160.00 \$160.00		0.00 0.00						
Week: 10/2		10/30/16	MTWTF	2	\$160.00		0.00						
Week: 10/3		11/06/16	MTWTF	Lucia CM	\$160.00	(0.00	.20		\$450.00P-3	0.00 NM	,	¢450.00
5 KALI	10/17/1	6 10/23/16	2016 Debate/Ana Debate/Analysis	lysis CM	6-8p		MTWTFSS	:30	1	\$450.00P-3	U.UU INIVI	1	\$450.00
Star Week: 10/	<u>rt Date</u> 17/16	End Date 10/23/16	<u>Weekdays</u> MTWTFSS	Spots/Week 1	<u>Rate</u> \$450.00	Rat (<u>ting</u> 0.00						
				СМ	1-2p		1	:30	1	\$55.00P-3	0.00 NM	1	\$55.00
Sta	rt Date	End Date	General Hospital Weekdays	Spots/Week	Rate	Rat	tina						
Week: 11/0	07/16	11/13/16	1	1	\$55.00		0.00						
7 KXLY	11/07/1	6 11/07/16	7-9a GMA GMA	СМ	7-9a		1	:30	1	\$160.00P-3	0.00 NM	1	\$160.00
<u>Sta</u> Week: 11/0	rt Date 07/16	End Date 11/13/16	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$160.00	<u>Rat</u>	<u>ting</u> 0.00						
8 KXLY	10/22/1	6 11/05/16	C. Ftbl-Sat Night ABC Sat Night Co	CM ollege Footbal	5-830p		1-	:30	1	\$275.00P-3	0.00 NM	2	\$550.00
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rat	ing						
Week: 10/		10/23/16	1-	1	\$275.00		0.00						
Week: 10/2 Week: 10/3		10/30/16 11/06/16	1-	0	\$0.00 \$275.00		0.00 0.00						
		6 11/06/16	This Week This Week	СМ	758-9a		1	:30	1	\$75.00P-3	0.00 NM	4	\$300.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rat	ing						
Week: 10/		10/16/16	1 1	1	\$75.00		0.00						
Week: 10/2 Week: 10/2		10/23/16 10/30/16	1	1	\$75.00 \$75.00		0.00 0.00						
Week: 10/3		11/06/16	1	1	\$75.00		0.00						
10 KXLY	11/02/1	6 11/02/16	Wed 8-9p Specia 50th CMA Award		8-11p		1	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
<u>Star</u> Week: 10/3	rt Date 31/16	End Date 11/06/16	<u>Weekdays</u> 1	Spots/Week 1	Rate \$700.00	Rat (ting 0.00						
N11 KXLY	10/07/1	6 10/07/16	Fri 10-11p Prime 20/20	CM	10-11p		F	:30	1	\$500.00P-2	2.30 NM	1	\$500.00
Star Week: 10/0	rt Date 03/16	End Date 10/09/16	Weekdays	Spots/Week	Rate \$500.00	Rat	ting 2.30						
N12 KXLY			5-530p M-F	СМ	5-530p		MTWTF	:30	3	\$175.00P-2	4.40 NM	3	\$525.00
Stor	rt Date	End Date	M-F News @5p Weekdays	Spots/Week	Poto	Rat	ina						
Week: 10/0		10/09/16	MTWTF	<u>Spots/week</u>	Rate \$175.00		<u>ang</u> 4.40						

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Order / Rev: 169405 Advertiser: McMorris Rodgers, Cathy for Congress (

Alt Order #: 08388137 Product Desc: EST2181 FIGHTING BAC KXLY

Flight Dates: 10/03/16 - 11/07/16 Estimate: 2181

Inventory Code Break Start/End Time Days Ln Ch Start End Len Spots Rate Pri Rtg Type Spots Amount N12 KXLY 10/03/16 10/07/16 5-530p M-F CM MTWTF--\$175.00P-2 \$525.00 5-530p :30 4.40 NM 3 M-F News @5p N13 KXLY 10/03/16 10/07/16 6-630p M-F CM 6-630p MTWTF--:30 3 \$175.00P-2 4.00 NM 3 \$525.00 M-F News @6 Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/03/16 10/09/16 \$175.00 4.00 3 N14 KXLY 10/03/16 10/07/16 630-7p M-F CM 630-7p MTWTF--:30 \$155.00P-2 3.30 NM 3 \$465.00 M-F News @630p Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/03/16 MTWTF--\$155.00 10/09/16 3.30 N15 KXLY 10/09/16 10/09/16 6p Su News СМ 6-630p :30 1 \$95.00P-2 3.10 NM \$95.00 1 6p News Start Date End Date Weekdays Spots/Week Rate Rating ----5 Week: 10/03/16 10/09/16 \$95.00 3.10 N16 KXLY 10/09/16 10/09/16 :30 \$85.00P-2 6.70 NM 5p Su News CM 5-530p ----S 1 1 \$85.00 5p News Weekdays Start Date End Date Spots/Week Rate Rating ----S Week: 10/03/16 10/09/16 \$85.00 6.70 N17 KXLY 10/05/16 10/05/16 Wed 10-11p Prime \$600.00P-2 CM 10-11p --W----:30 1.80 NM 1 \$600.00 **Designated Survivor** Start Date **End Date** Weekdays Spots/Week Rate Rating --W----Week: 10/03/16 10/09/16 \$600.00 1.80

Totals 58 \$9,040.00